

## ORDER



WZZM 13

**Orders**  
**Order / Rev:** 714168  
**Alt Order #:** 06317958  
**Product Desc:** RESTORE OUR FUTURE  
**Estimate:** 2017  
**Flight Dates:** 09/19/12 - 09/25/12  
**Original Date / Rev:** 09/17/12 / 09/18/12  
**Order Type:** Political

**Primary AE:** Kristen Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Restore Our Future  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	53	\$31,730.00	\$26,970.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	53	\$31,730.00	\$26,970.50	0.00
<b>Totals</b>	<b>53</b>	<b>\$31,730.00</b>	<b>\$26,970.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WZZM 13	18%	\$31,730.00
Market	100%	\$176,277.78

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WOOD	19%	\$33,492.78
WOTV	0%	\$0.00
WWMT	46%	\$81,087.78
WXMI	17%	\$29,967.22
WXSP	0%	\$0.00
WZPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WZZM	09/19/12	09/21/12	M-F 6-7a M-F Morning News	CM	6-7a	--WTF--	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--WTF--			3		\$450.00		0.00				
E 2	WZZM	09/19/12	09/21/12	M-F 7-9a M-F Good Morning America	CM	7-9a	--WTF--	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--WTF--			3		\$450.00		0.00				
E 3	WZZM	09/19/12	09/21/12	M-F 12-1230p Noon News	CM	12-1230pm	--WTF--	:30	3	\$375.00	P-1	0.00	NM	3	\$1,125.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WZZM	09/19/12	09/21/12	M-F 12-1230p Noon News	CM	12-1230pm	--WTF--	:30	3	\$375.00	P-1	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$375.00		0.00			
E 4	WZZM	09/19/12	09/21/12	M-F 530-6pm M-F News	CM	530-6p	--WTF--	:30	3	\$390.00	P-2	0.00	NM	3	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$390.00		0.00			
E 5	WZZM	09/19/12	09/21/12	M-F 6-630p M-F News	CM	6-630p	--WTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$700.00		0.00			
E 6	WZZM	09/19/12	09/21/12	M-F 730-8p Insider	CM	730-8p	--WTF--	:30	3	\$300.00	P-1	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$300.00		0.00			
E 7	WZZM	09/19/12	09/22/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	--WTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$600.00		0.00			
E 8	WZZM	09/19/12	09/20/12	Nightline Nightline	CM	1135p-1202a	--WT---	:30	4	\$350.00	P-1	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WT---					4	\$350.00		0.00			
E 9	WZZM	09/21/12	09/21/12	Fri Prime C 20/20	CM	10-11p	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$500.00		0.00			
E 10	WZZM	09/22/12	09/22/12	Sa 8-9a Sa Good Morning America	CM	8-9a	-----S-	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$300.00		0.00			
E 11	WZZM	09/22/12	09/22/12	NCAA Prime NCAA Prime	CM	8p-cc (8:00 PM-11:30 PM)	-----S-	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					2	\$500.00		0.00			
E 12	WZZM	09/23/12	09/23/12	Su 8-9a Su Good Morning America	CM	8-9a	-----S	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$275.00		0.00			
E 13	WZZM	09/23/12	09/23/12	This Week This Week	CM	10-11a	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$200.00		0.00			
E 14	WZZM	09/23/12	09/23/12	Sun Early News Sun Early News	CM	Sun 6-630p (5:58 PM-6:30 PM)	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$600.00		0.00			
E 15	WZZM	09/24/12	09/25/12	M-F 6-7a M-F Morning News	CM	6-7a	MT-----	:30	2	\$430.00	P-1	0.00	NM	2	\$860.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$430.00		0.00			
E 16	WZZM	09/24/12	09/25/12	M-F 7-9a M-F Good Morning America	CM	7-9a	MT-----	:30	2	\$550.00	P-1	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$550.00		0.00			
E 17	WZZM	09/24/12	09/25/12	M-F 12-1230p Noon News	CM	12-1230pm	MT-----	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 17	WZZM	09/24/12	09/25/12	M-F 12-1230p Noon News	CM	12-1230pm	MT-----	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	MT-----		2			\$450.00		0.00				
E 18	WZZM	09/24/12	09/25/12	M-F 530-6pm M-F News	CM	530-6p	MT-----	:30	2	\$550.00	P-1	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	MT-----		2			\$550.00		0.00				
E 19	WZZM	09/24/12	09/25/12	M-F 6-630p M-F News	CM	6-630p	MT-----	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	MT-----		2			\$950.00		0.00				
E 20	WZZM	09/24/12	09/25/12	M-F 730-8p Insider	CM	730-8p	MT-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	MT-----		2			\$400.00		0.00				
E 21	WZZM	09/24/12	09/25/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	MT-----	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	MT-----		2			\$700.00		0.00				
E 22	WZZM	09/24/12	09/24/12	Mon Prime Other Dancing With The Stars	CM	8-10p	M-----	:30	2	\$2,350.00	P-2	0.00	NM	2	\$4,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	M-----		2			\$2,350.00		0.00				
E 23	WZZM	09/24/12	09/24/12	Mon Prime C Castle	CM	10-11p	M-----	:30	1	\$2,300.00	P-1	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	M-----		1			\$2,300.00		0.00				
E 24	WZZM	09/24/12	09/24/12	Nightline Nightline	CM	1135p-1202a	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	M-----		1			\$400.00		0.00				
E 25	WZZM	09/25/12	09/25/12	Tue Prime Other Dancing With The Stars: The Re	CM	8-10p (7:58 PM-10:00 PM)	-T-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-T-----		1			\$1,600.00		0.00				
N 26	WZZM	09/22/12	09/22/12	M-Su Late Run News M-Su Late Run News	CM	1130p-1205a (11:30 PM-12:05 XM)	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
N 27	WZZM	09/19/12	09/19/12	M-F 7-730p M-F Entertainment Tonight	CM	7-730p	--W----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	--W----		1			\$300.00		0.00				
Totals													53	\$31,730.00	